



The  
Brain  
Charity

Supporting the 1 in 6 with  
neurological conditions

**FRIDAY 2ND DECEMBER**  
**7PM - LATE**

# **ICE BALL**

**THE CROWNE PLAZA HOTEL,  
LIVERPOOL CITY CENTRE**

**Sponsorship Brochure 2022**



## AN INTRODUCTION TO THE BRAIN CHARITY

**The Brain Charity helps people with all forms of neurological condition to lead longer, healthier, happier lives.**

There are more than 600 different conditions affecting the brain, spine and nervous system – from well-known ones like stroke, dementia and brain injury to many much rarer ones too. In total, they affect 1 in 6 people.

A diagnosis can be devastating – people can quickly lose control of their lives and many face poverty, unemployment

and isolation as a result. Life can quickly become very lonely and frightening.

We are the only national charity providing practical help, emotional support and social activities for every single one – helping people pick up the pieces so they can rebuild their lives.

We have been proudly based in Liverpool city centre for nearly 30 years, and are proud to consider ourselves a key part of Merseyside's community while helping people from all over the UK.



**Lindsey:**

"The first time I spoke to The Brian Charity, it was life-changing. They took my questions and gave me practical, factual responses. Suddenly, I realised my life wasn't over - it was just going to be different."



**Bethan:**

"The Brain Charity is a wonderful charity made up of a compassionate and dedicated team who have helped my family and I through a terrible trauma."



**Stephen:**

"It is no exaggeration to say The Brain Charity have been a life saver. They have really helped soften the blows to my mental health that these lockdowns have caused."

## HISTORY OF OUR BLACK-TIE FUNDRAISING BALLS

2022 sees the 10-year anniversary of The Brain Charity's fundraising ball.

Over that time, we've had many a spectacular night filled with incredible entertainment and raising all-important funds for our vital front-line work.

This year sees us return to the Crowne

Plaza Hotel located on the iconic Liverpool waterfront with our coolest theme so far. The Brain Charity's Ice Ball will be the biggest and best yet!

Whether you are a long-time supporter or an organisation hearing about The Brain Charity for the first time, we are eager for you to get involved in this year's Ice Ball.



## WHY SPONSOR THE BALL?

We first made the decision to stage a fundraising ball to engage with our stakeholders in a new and exciting way. It proved to be a chance for us to engage business leaders across Merseyside and work with them on their corporate social responsibility programmes.

Partner with The Brain Charity by sponsoring our flagship black tie event to demonstrate your business' commitment to supporting people with all forms of neurological condition – some of the most vulnerable in our society.

Equally importantly, you and your team will be able to attend one of Liverpool's premier black tie events. Over the last 10 years we

have refined the process of putting on an amazing party!

It can be a nightmare to organise the office Christmas party, so let us take that stress away and give your staff a night of lovely food and great entertainment.

It's a chance for you to reward your employees' hard work, and boost staff morale – working to benefit a good cause is known to increase productivity by up to 30%.

Every sponsorship makes a radical difference to The Brain Charity's front line services; through increased reach, financial support and brand recognition.

## MARKETING AND FINANCIAL BENEFITS

The Brain Charity is a well-respected and multi-award-winning charity, and is growing year-on-year in size and influence. In the last several years, our brand awareness has grown substantially.

We now have approximately 25,000 followers across Facebook, Twitter, Instagram and LinkedIn. Signups to our digital mailing list have more than doubled in the last 18 months, from 3,500 to nearly 8,000, and our bi-monthly magazine reaches approximately 6,500 people in print and online.

Our website receives approximately 25,000 page views a month and we are considered a trustworthy platform for advice and information.

We have strong connections with media and receive regular coverage in national and regional print, broadcast and specialist trade press. Recent prominent print titles to cover The Brain Charity include NeuroRehab Times, Open Access Government and The

Daily Mirror, and we have also received broadcast coverage from Heart FM, Capital Radio and a BBC Lifeline appeal with Sir Michael Palin, as well as regular regional coverage from BBC Radio Merseyside and the Liverpool Echo.

Considering our strong following, sponsoring The Brain Charity's Ice Ball is a positive marketing investment and may qualify as a tax-exempt business expense.

By aligning your company with our brand, you will also be raising awareness of the impact of neurological conditions, championing neurodiversity and reducing the stigma around invisible disabilities.

Supporting a charity enhances your businesses' credibility and enables you reach a new market. Depending on the sponsorship package chosen, your company can also link your name to our top-class entertainment on the night, giving another opportunity to augment your online audience.



### Our corporate partners say:

"The Brain Charity is a fantastic headline charity partner choice. With early treatment and support, many people with neurological conditions will be able to receive the help they need, as well as their friends, family and carers."

Daniel Green,  
CEO of current charity of the year partner LCFA

"The Brain Charity plays a vital role in supporting some of the country's most marginalised and isolated individuals and we're delighted to be associated with such a wonderful organisation."

Karen Swan,  
director of former charity of the year partner Influential

# SPONSORSHIP PACKAGES

Find out more about the Ice Ball's sponsorship tiers below.

We can also work with your company to create bespoke sponsorship packages too. Find all contact details at the back of this brochure.



The  
Brain  
Charity



## TIP OF THE ICEBERG

£1000

As one of our prized corporate guests you will receive:

- Table of 10 at The Brain Charity's Ice Ball
- Mentioned as an official attendee organisation on social media and on the evening

## WHAT AN ICE GUY

£2500

We love including our whole community with all our events and you'll support a group of our volunteers and service users to attend. This sponsorship package includes:

- Table of 10 at The Brain Charity's Ice Ball
- A second table of 10 for The Brain Charity's volunteers and service users
- Your logo on both table numbers on the night
- Mentioned as an official attendee organisation on social media and on the evening

## TALES OF WINE AND ICE

£3500

You will be the official sponsor for our ball's wine, as part of this package you will receive:

- Table of 10
- Wine on each table branded with your organisation's logo
- Mentioned as an official attendee organisation on social media and on the evening
- Mentioned as the official sponsor of the Ice Ball's table wine on our website

## BAG OF ICE

£4000

You will be the official sponsor for our goody bags. As part of this package you will receive:

- Table of 10
- Your logo will appear on the goody bags
- Mentioned as an official attendee organisation on social media and on the evening
- Mentioned as the official sponsor of the Ice Ball's goody bags on our website

## WOULDN'T IT BE ICE

£5000

You will be the official sponsor for the raffle prizes. This sponsorship package includes:

- Table of 10
- The raffle table, housing all prizes for the evening, will be branded with your logo
- Mentioned as an official attendee organisation on social media and on the evening
- Mentioned as the official sponsor of the raffle on our website

## HAVING AN ICE TIME ABROAD

£7500

You will bring a holiday prize draw to the Ice Ball for the first time. As part of the package you will receive:

- Two seats on the VIP top table
- Two tables of 10
- Mentioned as an official attendee organisation on social media and on the evening
- Mentioned as the official sponsor of the holiday prize on our website

## THE WHOLE ICEBERG

£10000

You will be our headline top tier sponsor for The Brain Charity's Ice Ball. We will provide:

- Two seats on the VIP top table
- Two tables of 10
- Your company's name linked with celebrity guest on our posters and flyers
- Photo opportunities and VIP reception for you and your guests with celebrity guest
- Be the commissioner of a bespoke video to be screened on the evening, with your logo appearing on the video
- Your logo will appear on all print and digital marketing materials
- Mentioned as an official attendee organisation on social media and on the evening
- Mentioned as the official top tier headline sponsor on our website





@thebraincharity



## GET IN TOUCH

-  Register your interest in becoming an Ice Ball sponsor by emailing the events team on [events@thebraincharity.org.uk](mailto:events@thebraincharity.org.uk)
-  Alternatively, call Tui Benjamin Thorp, Head of Fundraising, on **07851 260 470** or call **0151 298 2999** and ask for Gregory Kearns or Rob Watson in the events team.
-  You can also get in touch via post:  
**The Brain Charity's events team**  
**Norton Street | Liverpool | L3 8LR**